

What is claimed is;

1. An advertisement distribution apparatus comprising:
  - a storage device that stores in memory a plurality of sets of advertisement data from a plurality of advertisers;
  - 5 a ratio calculation device that calculates a ratio at which the plurality of sets of advertisement data are to be transmitted to vehicles for displaying the advertisement (hereafter referred to as advertisement displaying vehicles);
  - 10 a selection device that selects advertisement data to be transmitted to each advertisement displaying vehicle among the plurality of sets of advertisement data stored in the storage device based upon the ratio calculated by the ratio calculation device; and
  - 15 a data transmission device that transmits the advertisement data selected by the selection device to the individual advertisement displaying vehicles.
2. An advertisement distribution apparatus according to  
20 claim 1, wherein:
  - the ratio calculation device calculates the ratio at which the plurality of sets of advertisement data are to be transmitted based upon remuneration (hereafter referred to as advertising remuneration) offered for displaying the  
25 advertisement data at the advertisement displaying vehicles.

3. An advertisement distribution apparatus according to claim 2, wherein:

the selection device selects advertisement data by  
5 giving priority to advertisement data offering a larger  
advertising remuneration.

4. An advertisement distribution apparatus according to claim 2, wherein:

10 advertising remunerations are advertising fees.

5. An advertisement distribution apparatus according to claim 1, further comprising:

an advertisement management device that manages  
15 advertisement data to be stored into the storage device,  
wherein:

the advertisement management device manages the  
advertisement data so that a single set of advertisement data  
in a given area of business is stored into each storage device.  
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6. An advertisement distribution apparatus according to claim 5, wherein:

the advertisement management device raises the  
advertising remuneration for displaying advertisement data  
25 stored at a storage device if the number of sets of

advertisement data stored at the storage device exceeds a predetermined value.

7. An advertisement distribution apparatus according to  
5 claim 6, further comprising;

an information providing device that provides position information indicating the position of the storage device having stored therein the advertisement data, the advertising remuneration for which have been raised by the advertisement  
10 management device to the advertisement displaying vehicles.

8. An advertisement distribution apparatus comprising:  
a storage means for storing in memory a plurality of sets of advertisement data from a plurality of advertisers;  
15 a ratio calculation means for calculating a ratio at which the plurality of sets of advertisement data are to be transmitted to vehicles for displaying the advertisement (hereafter referred to as advertisement displaying vehicles);

20 a selection means for selecting advertisement data to be transmitted to each advertisement displaying vehicle from the plurality of sets of advertisement data stored in the storage means based upon the ratio calculated by the ratio calculation means; and

25 a data transmission means for transmitting the

advertisement data selected by the selection means to the individual advertisement displaying vehicles.

9. An advertisement distribution method for transmitting  
5 advertisement data from a plurality of roadside servers at which the advertisement data are stored to vehicles for displaying the advertisement (hereafter referred to as advertisement displaying vehicles) present within communication ranges of roadside antennas installed in  
10 correspondence to the individual roadside servers via the roadside antennas so as to enable the advertisement displaying vehicles having received the advertisement data to display the advertisement data, wherein:

the roadside servers each adjust the ratio at which a  
15 plurality of sets of advertisement data from individual advertisers are to be transmitted to the advertisement displaying vehicles.